



COUNTY OF SAN DIEGO
Great Government Through the General Management System – Quality, Timeliness, Value
DEPARTMENT OF HUMAN RESOURCES

CLASS SPECIFICATION

CLASSIFIED

MEDIA & PUBLIC RELATIONS SPECIALIST

Class No. 002445

■ CLASSIFICATION PURPOSE

To plan, prepare, review, and coordinate information about the county to all forms of the media; to advise and oversee county departments and the Health & Human Services Agency on public information strategies and techniques; to inform the media and public of county activities and services; and to perform related work as required.

■ DISTINGUISHING CHARACTERISTICS

Media & Public Relations Specialist (MPRS) is a professional public relations/telecommunications class allocated only to the Department of Media and Public Relations and the Health & Human Services Agency (Agency). This class oversees and coordinates public relations and media-related activities of county/agency department staff and ensures that appropriate coordination occurs with the Department of Media and Public Relations, the Chief Administrative Office, and Board of Supervisors. In the Department of Media and Public Relations, MPRS's are responsible for reviewing and approving the work of Public Information Specialists working in other county departments, or other county departmental staff, before it is released to the media and public. In the Agency, incumbents have comparable responsibility. This class differs from Public Information Specialist in that the latter plans, prepares, and implements the public information program of a single county department and takes technical direction and guidance from the MPRS.

■ FUNCTIONS

The examples of functions listed in the class specification are representative but not necessarily exhaustive or descriptive of any one position in the class. Management is not precluded from assigning other related functions not listed herein if such functions are a logical assignment for the position.

Media & Public Relations Specialist

Essential Functions:

1. Reviews, coordinates, creates, oversees, and implements a wide variety of public information and media projects within the communications, promotions, and public relations arena.
2. Works with department heads and County executives to develop multi-faceted communication plans.
3. Prepares news releases, magazine articles, press kits, or written statements for distribution to the news media on subjects that are sensitive or complex.
4. Oversees and is responsible for the preparation of county-wide printed materials including brochures, newsletters, and annual reports.
5. Ensures that County messages and images are appropriately conveyed to the media and public.
6. Coordinates County, civic, and promotional events, as well as conferences involving policy-makers from various agencies.
7. Works with limited supervision and makes decisions involving the release and format of sensitive, strategic, and confidential information.
8. Provides courteous, high quality service to members of the public by personally responding to requests for service or making appropriate referrals.

■ KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- State-of-the-art media and communications methods and techniques for programs, campaigns, and information intended for a large geographic/regional area.

- Press conference planning, protocol, and execution methods.
- Effective techniques for written, oral, and visual presentations.
- Styles and techniques for writing a variety of documents such as media releases, articles, scripts, and speeches.
- Technical terms of media and broadcast programming.
- Telephone, office, and online etiquette.
- County customer service objectives and strategies.
- The General Management System in principle and in practice.

Skills and Abilities to:

- Provide leadership, coordination, and oversight among the Department of Media & Public Relations, Health & Human Services Agency, the news media, County departments, Chief Administrative Officer, and Board of Supervisors.
- Compose news releases and feature articles for all communication mediums.
- Develop brochures and pamphlets.
- Complete assignments within strict time constraints.
- Provide technical guidance, expertise, oversight and approval to staff in county departments on media and public information projects.
- Maintain confidentiality of sensitive information.
- Effectively communicate in oral and written form.
- Establish and maintain effective working relations with staff, public and representatives from outside agencies.
- Coordinate the activities of audio-visual specialists, graphic artists, or other specialists in preparing public information medium.
- Communicate effectively with a variety of individuals representing diverse cultures and backgrounds and function calmly in situations, which require a high degree of sensitivity, tact, and diplomacy.
- Treat County employees, representatives of outside agencies and members of the public with courtesy and respect.
- Assess the customer's immediate needs and ensure customer's receipt of needed services through personal service or referral.
- Provide prompt, efficient, and responsive service.
- Exercise appropriate judgment in answering questions and releasing information; analyze and project consequences of decisions and/or recommendations.

■ EDUCATION/EXPERIENCE

Education, training, and/or experience that demonstrate possession of the knowledge, skills, and abilities listed above. Examples of qualifying education/experience are:

Media & Public Relations Specialist:

1. Four (4) years of full-time experience as a reporter or producer/director in an electronic or print news organization, OR
2. Four (4) years of full-time experience working in the field of public relations, OR
3. Two (2) years of experience as a Public Information Specialist with the County of San Diego, AND, two (2) years of full-time experience working in a news media or public relations organization.

■ ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the classification(s). Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the essential functions of a job, on a case-by-case basis.

Continuous upward and downward flexion of the neck. Frequent: sitting, repetitive use of hands to operate computers, printers, and copiers. Occasional: walking, standing, bending, and twisting of neck, bending and twisting of waist, squatting, grasping, reaching above and below shoulder level, and lifting and carrying of objects weighing up to 20 pounds.

■ SPECIAL NOTES, LICENSES, OR REQUIREMENTS

License

A valid California class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for field travel. Employees in this class may be required to use their own vehicle.

Certification/Registration

None Required.

Working Conditions

Office environment; exposure to computer screens and other basic office equipment.

Background Investigation

Must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates will be subject to a background investigation.

Probationary Period

Incumbents appointed to permanent positions in this class shall serve a probationary period of 12 months (Civil Service Rule 4.2.5).

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Media & Public Relations Specialist (Class No. 002445)

Union Code: CEM

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